

Career Aspirations

- Work and collaborate with a team helping make positive impacts on people's lives
 - Help solve challenges for people and businesses using creativity and strategy
 - Utilize/expand my skills while pushing the limits of graphic design and creativity
 - To continually learn and grow both personally and professionally
 - Work where my skills/experience are appreciated and can make an impact and difference
 - Help inspire others to grow to their full potential and achieve their goals
 - To have fun, and build great relationships and memories while I'm at it
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Work Experience

Senior Graphic Designer

Ross Video Ltd. — March 2022 - Current Full-time

- Provide graphic design, and assist in art direction for Ross Video and +100 products
- Provide project management for graphic design requests
- Liaise with directors, managers, technical staff, agencies and more
- Co-designed the Ross Video Reband & all supporting assets
- Designed the Graphics for Ross' Tradeshow booths
- Illustrated the 20'x8' Miami office wall mural

Graphic Designer

Idea Design + Media Inc. — May 2021 - November 2021 (Contract)

- Worked with a team designing brands, UX/UI, websites, signage, exhibits, and more
- Redesigned Bruce County's Online Special Needs Intake Management System
- Designed the brand guidelines for the Township of South Frontenac
- Created the selected brand concept, logo and website for KJAMES Construction
- Created the selected brand concept, logo and website for Bourne Global Enterprises
- Designed way-finding signage for Limestone District School Board

Lead Graphic Designer

Grafoid Inc. and Subsidiaries — October 2015 - October 2020

- Lead creative direction, graphic design, messaging, web design/development for over 20 subsidiaries across a wide variety of industries, including research and development, automotive, cosmetics, energy storage, hospitality and tourism, manufacturing, commercial real estate, international education, non-profit organizations and more
- Photo and video shoots/edits for corporate events, products, real estate and more
- Designed and developed websites using Adobe XD, Shopify, Wordpress and more

Special Events and New Product Development Creative Coordinator

St. Lawrence Parks Commission (SLPC) Pumkinferno™ — March 2012 - September 2015

- Lead the event creative direction, development, production, set-up, budgeting, and more
- Empowered and coordinated a team of up to 25 staff.
- Reduced event set-up and disassembly time by over 50%
- Made the approved funding proposal for event growth and production facility expansion
- Co-operated an in-house print shop for the SLPC and various other business units

Graphic Designer

The Kingston Frontenacs — December 2012 - August 2013 (Contract)

- Designed all promotional and sponsorship collateral for the season
- Created the exterior and interior graphics for the Frontenacs' Reebok Store
- Designed custom jerseys, apparel, merchandise items, colouring book and more
- Storyboarded and created custom jumbo-tron videos, animations, illustrations, and more
- Provided photography and video to be used in advertisements

Volunteer Experience

Logo Design Donation

Kingston School of Dance, 2022

Co-Chair of the Board of Directors, HR Chair

Modern Fuel Artist-Run Centre, 2021-2022

Making Money as an Artist Work Shop

Agnes Etherington Art Centre, Union Gallery, 2021

Creative Careers Inspirational Speaker

Kingston Boys and Girls Club, 2016

Indigenous Education Campaign Design

Catholic District School Board of Eastern Ontario, 2012

Education

Continual Online Learning

The great powers of the Internet

Graphic Design Program

St. Lawrence College, 2009-2012

Advertising and Integrated Marketing

St. Lawrence College, 2008-2009

Professional Awards

Logo Selected for Logo Lounge Book 13

Logo Lounge, 2021

New Company of the Year, Pumkinferno™

Ottawa Tourism, 2014

Best New Event in Ontario, Pumkinferno™

Festivals and Events Ontario, 2013

Tourism Event of the Year, Pumkinferno™

Tourism Industry Association of Ontario, 2013

Best Overall Ad Layout

St. Lawrence College GREG Awards, 2009

Best Overall Ad Campaign

St. Lawrence College GREG Awards, 2009

Best Photoshop Manipulation

St. Lawrence College GREG Awards, 2009

Skills

Hard Skills

- Branding and strategy
- UX and UI design
- Package design
- Web design and development
- Print shop operation
- Marketing and Advertising
- Photos and Videos
- Animation
- Writing and storyboarding
- Event production
- Project management
- Illustration and iconography
- Interactive exhibit design
- Public speaking
- Budgeting
- Team leadership
- Mentorship and training
- Client relations
- Painting and sculpting
- Music production

Soft Skills

- Visionary and dedicated
- Eager to learn
- Open-minded
- Driven and self-motivated
- Adaptable
- Time-management
- Dependable
- Critical thinking
- Friendly and positive minded
- Team player
- Collaborative
- Conflict resolution
- Communication
- Organization
- Attention to detail

Programs/Software

- Adobe Creative Suite
- Microsoft Office Suite
- iWork Suite
- Google Workspace
- Blender
- Logic Pro
- Asana
- Airtable
- Trello